

ORDER



Orders
Order / Rev: 726628
Alt Order #: 06402760
Product Desc: ENDING SPENDING FUND
Estimate: 3575
Flight Dates: 11/03/12 - 11/04/12
Original Date / Rev: 11/02/12 / 11/02/12
Order Type: Political

WUSA
Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: American Media & Advocacy Grp/ POI
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Ending Spending Action Fund
Demographic: A35-64
Product Codes: IS-Issue/Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	4	\$51,000.00	\$43,350.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	4	\$51,000.00	\$43,350.00	12.30
Totals	4	\$51,000.00	\$43,350.00	12.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	11/03/12	11/03/12	NCAA Football Prime ALA/LSU	CM	8-11p	-----S-	:30	1	\$16,000.00	P-1	8.10	NM	1	\$16,000.00
* NCAA CLG FB: ALB@LSU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$16,000.00		8.10			
2	WUSA	11/04/12	11/04/12	Face the Nation Face the Nation	CM	1030-11a (10:30 AM-11:30 AM)	-----S	:30	1	\$25,000.00	P-3	1.10	NM	1	\$25,000.00
* FACE NATN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$25,000.00		1.10			
3	WUSA	11/04/12	11/04/12	WUSA Bloomberg Gov WUSA Bloomberg Gov	CM	Sun 1130a-12p	-----S	:30	1	\$5,000.00	P-3	1.00	NM	1	\$5,000.00
BGOV CAPITOL GAINS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$5,000.00		1.00			
4	WUSA	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$5,000.00	P-1	2.10	NM	1	\$5,000.00
* SUNDAY MRN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$5,000.00		2.10			
													Totals	4	\$51,000.00